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TIGERTAILZ

2007 TOUR DATES

October

22nd - Cardiff The Point
23rd - Leeds Rio's
25th - Glasgow Cathouse
26th - Newcastle Carling Academy
27th - Manchester Academy
28th - Bristol Thekla Social

November

1st - Nottingham Rock City
2nd - Dudley JB's
3rd - London Mean Fiddler

The purpose of this tour brochure is to pay tribute to Pepsi
and also to raise as much money as possible for the Marie Curie Hospice in Penarth Cardiff.

By buying this brochure you have already contributed to this wonderful charity,
as all proceeds will go to the Penarth Hospice.

However, if you would like to make a further contribution then please send a cheque
made payable to 'Marie Curie Cancer Care', and send to: **The Fundraising Office,**
The Marie Curie Hospice, Penarth, Bridgeman Road, Penarth, Nr. Cardiff, Vale of Glamorgan CF64 3YR.
Or, if you would like to make a donation by telephone, please call **029 2042 6000**.

TIGERTAILZ would like to thank you for your incredible support.
TIGERTAILZ would like to thank all the staff at the Marie Curie Penarth hospice for taking such wonderful
care of our friend Pepsi. Words cannot describe how incredible you people are. **We thank you all..!!!**

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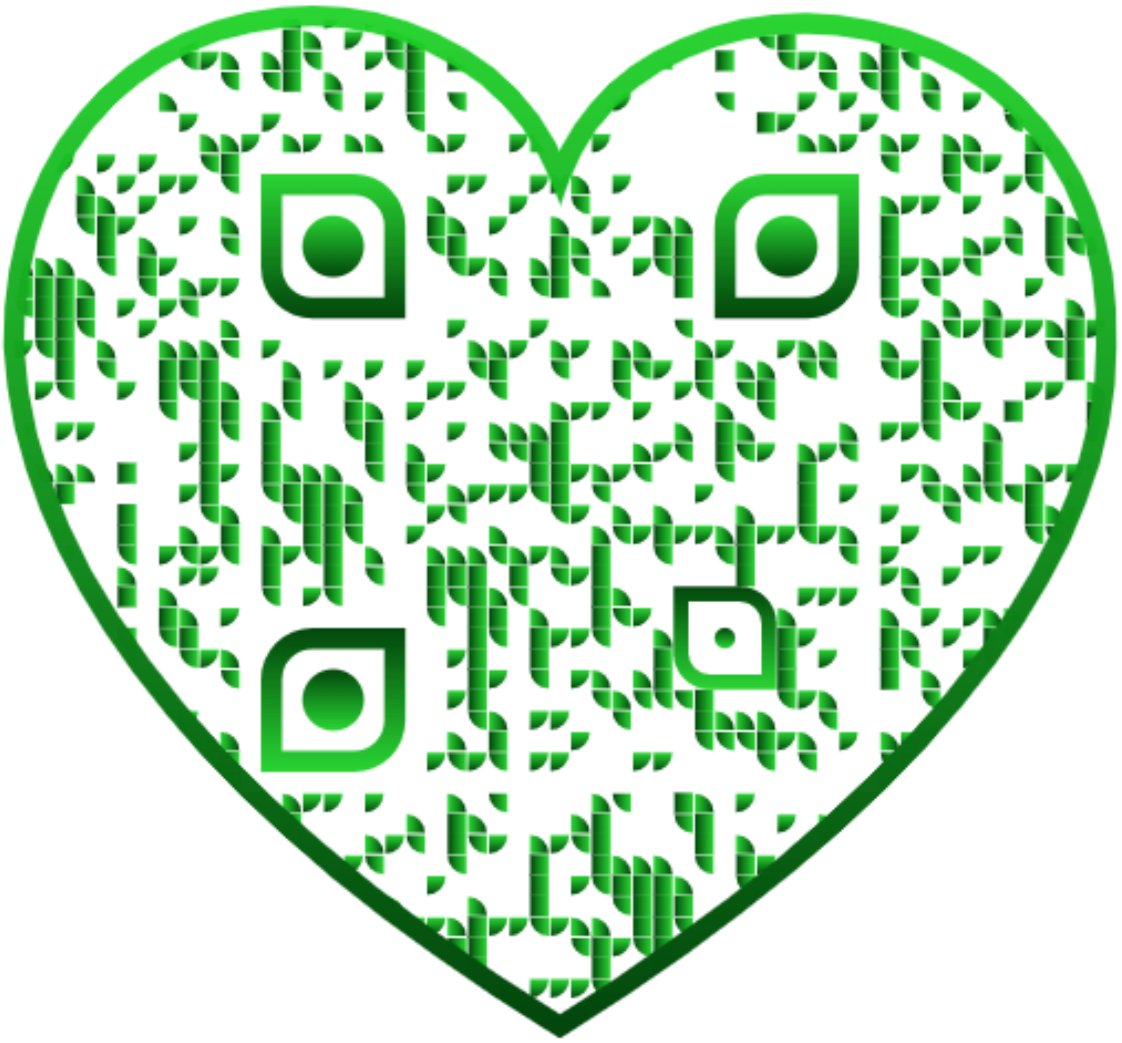

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To dear Justin

'Til the mountains tumble into the sea

Dear Tailz fanz,

How on earth does an opera singing blacksmith's daughter from West Wales end up with a bass playing glam rock star called Pepsi Tate?

I know it's a very unlikely match and my friends found it a complete mystery. They didn't quite get it in the early days. No doubt Pepsi's mates must have thought the same - "Hey dude - where's the rock chick??" But Justin used to say it didn't matter what other people thought as long as we rocked in our own little world.

It's very difficult to explain true happiness but when we were together, our relationship was so 'loved up' nothing else mattered.

We absolutely adored each other and felt so safe and secure. What more could you wish for? Some of the best times we had were when we were being creative. Justin would be in his element directing, editing and producing my music videos and album sleeve and I would happily do voice overs for him in the attic, be an extra in one of his huge commercial projects for Wordley production or sing a top C in the studio for one of the latest Tailz tracks!

It was so much fun doing stuff together and yet for a long time, I had no idea I was going out with a glam rock star called Pepsi Tate.

Reading all your beautiful messages, cards and wonderful heartfelt words of sympathy have been a great comfort to the whole family. I understand how helpless one feels at such a difficult time. However, I can't thank you enough for all your heart warming messages. Please believe me when I tell you that they have genuinely comforted me.

Justin's 'Farewell' was such a special day. I'd like to thank everyone involved for all their hard work in making it such a wonderful, unforgettable experience (you know who you are!) It was such a fitting send off for dear Justin and I shall always look back at that day in The Point with fond memories.

You may have heard we got married this year. It was truly magical and we were both so proud to become husband and wife. During the two weeks and four days of our marriage, we just smiled at each other knowingly and never left each other's side. I think that says it all.

Gosh this is hard - this is the first time I've officially put pen to paper since losing Justin and the tears are streaming down my face. I have to stop it now as he hated seeing me unhappy. That was the one thing that upset him - he'd often say "Shâni fach ... I'm happy when you're happy". So I must honour him by trying my utmost best to pick myself up and to somehow get back on that stage again ... to sing for him.

That's why the Tailz have got to keep rocking and complete this tour. I know you can do it guyz because you have such amazing fanz! They will support you.

Have a fab tour!
Cariad mawr,

Shani - Mrs Pepsi Tate! X

P.S. A big massive thank you to all the wonderful doctors, nurses and staff at Holme Tower (Marie Curie Cancer Centre) Velindre, the Heath and Llandough hospitals for caring so tenderly for Justin during the last 6 months. I hope one day you find a cure.

Justin 'Pepsi Tate' Smith

Justin was born on March 10th 1965 in Dinas Powis, South Wales. Attending Ysgol Gymraeg Penarth, then Llanharri secondary school in Cowbridge, and St Cyres, Penarth for sixth form, he showed unusual aptitude for art and music throughout his education.

Throughout his childhood and teenage years, Justin formed a number of bands including the now not at all legendary Zoetrope who won Llanharri's own Eisteddfod one year to everyone's (not least his own) great surprise. He also created comic strips, paintings, and very rude pictures of teachers all of which underlined his amazing creative bent, and which he would develop so extensively in his adult career.

He was a daring, sweet, very funny, fiercely intelligent kid who was always surrounded by friends who adored and cherished him. How could a boy like that turn out to be anything but the extraordinary adult he became?

The Tigertailz Years

After leaving school Justin entered Cardiff's College of Art. By this time playing and listening to music had become a huge focus for him…He resolved to form a rock group, and in typically determined fashion threw his lot into becoming a successful musician. Never one to shy away from a challenge, his master plan this time round was to steer a group toward 'world domination' as well as becoming 'the coolest band on the planet' while they were at it.

After hooking up with his old school friend Ian Welsh (drummer), Justin placed an advert in Spillers Records Cardiff for a guitarist. John Pepper took note of Justin's phone number and after a chat and a few rehearsals the dye was cast for what would eventually become the glam metal group, Tigertailz.

Loud, bold, brash and buzzing with big ideas, Justin developed a band and stage persona that visually characterised what his group were all about. He also needed a suitable name, and so it was that Justin Smith launched himself in to the world of rock as Mr. Pepsi Tate…For all those watching and listening, it all made perfect sense.

From 1983 – 1986 Justin's band went through various line-up changes, and eventually after recording various demos and performing anywhere people would have them, Tigertailz released their first record. The 'Shoot To Kill' EP (released in '86) was the work of a group you wouldn't automatically assume had got their chops together in a church hall in Llandough… It was the sound, and judging by the cover, the look of a bunch of young hopefuls, who, you'd be excused for thinking, had come together in the slightly more exotic locale of LA's Sunset Strip…However, it may well have been this glorious juxtaposition that so readily appealed to the UK press and rock fraternity. Coupled with the fact that it was actually quite good meant people were starting to take note of Tigertailz.

In May 1987 Tigertailz held their first full interview with the UK's biggest Rock magazine 'Kerrang'. Justin was in his element…His intelligent outlook on contemporary pop culture, his turn of phrase and engaging personality came to the fore. For anyone reading it was obvious this wasn't just another 'head in the clouds wannabe rock dude'; a refreshing contrast for the time indeed!

The feature propelled Tigertailz to the lofty position of 'quite possibly the UK rock scene's brightest young things' and the band quickly found themselves playing sell-out shows at the famous London Marquee club.

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With this sustained exposure it wasn't long before record companies took an interest and Tigertailz eventually signed for Independent Rock label 'Music For Nations (MFN)' in 1987 – The Tailz were in good company with Metallica, Wasp and Poison all label mates. Justin's dreams were coming true… Tigertailz entered the recording studio to begin work on their debut album. 'Young & Crazy' was released in November 1987.

Tigertailz had now become regulars in the hallowed pages of Kerrang magazine. They were also taking up considerable space in other rock related publications. Justin, standing 6 foot plus, almost 7 with his backcombed barnet(!!!) became an instantly recognisable figure to any self respecting rock fan; something not lost on the editorial staff at Kerrang who asked Justin to become their official male merchandise model…For the remainder of the 80's you couldn't look in the magazine and miss his profile.

After relentless touring during 1987/88 Tigertailz entered the studio again in 1989 to begin work on what would become their most successful album 'Bezerk'.

Bezerk was released in 1990, complete with an eye catching cover conceived and created by Justin. The album was a UK top 40 hit. The corresponding 'Bezerk Live' and promotional video 'Video Frenzy' were Top 10 hits in the UK video charts. The success of Bezerk meant Tigertailz were now playing much larger venues which culminated in a successful UK tour and sell-out show at St David's Hall Cardiff later that year.

1990/91 was the high watermark of Justin's music career. In the years that followed, Tigertailz became the unfortunate innocents of record company politics and indecision. Much was promised as well as actually done, not least, the recording of a very expensive album that was shelved weeks before release. Huge management restructuring within the part Japanese, part American company now looking after the band's interests, was the reason the project faltered. It was a difficult time, but Justin (never one to lose focus) throughout this period drove the band on, always looking for positives in demanding situations and applying his unfaltering work ethic to the job in hand. His dedication paid off and despite what, at times, seemed overwhelming odds, Tigertailz released three further albums before calling it a day in 1995…Or so most of us thought!

Jump to 2004 and with the Rock music scene becoming something approaching fun again, Justin together with fellow core Tigertailz members Jay Pepper and Kim Hooker reunited after Sanctuary Records offered them a deal to re-issue the 'Banzai' and 'Bezerk' albums . Things started to snowball and the band decided to play live. Before anyone had time to catch their breath Tigertailz were playing on international stages with the likes of Alice Cooper, Def Leppard, Journey, Whitesnake and Motley Crue.

It became a full circle for Justin. After a decade away, once again he was Pepsi Tate, his drive, determination and relish for charting new territory became the driving force behind Tigertailz' decision to record a new album. 'Bezerk 2.0' was released on Demolition Records on June 23rd 2006.

With Justin falling ill in the latter part of 2006 he and the band made a conscious decision to continue at full pace, signing a new record deal with Sanctuary Records in January 2007.

Despite his illness, Justin entered the studio in April this year to a record the new Tigertailz album 'Thrill Pistol'. Against all odds Justin managed to complete the recording – and as always, designed and compiled the entire artwork for the sleeve as well as bringing some astonishing songs to the table…Just like he'd always done.

His positive demeanour and renewed enthusiasm for playing and creating music saw him easily out manoeuvre what seemed insurmountable obstacles with regards to playing live. On June 1st 2007 Justin and Tigertailz played the 'Gods Of Metal' festival in Milan Italy. Tigertailz were on the bill with Motley Crue, Velvet Revolver, Scorpions and Thin Lizzy. A fitting line-up for anyone's last performance and a show that will live forever in the hearts and minds of the 20,000 rock fans who witnessed it.

Tigertailz released their new album 'Thrill Pistol' on Sanctuary Records on August 27th 2007.

For more info visit:
www.tigertailz.co.uk

"You just can't underestimate his contribution to Tigertailz success – he was, is and will always be the cornerstone and spine of Tigertailz".
Jay Pepper

"Boy, I know you'll always be with me – and, as long as I'm able – I won't let the world forget my whisky drinking partner and friend. I miss you Boy".
Kim Hooker

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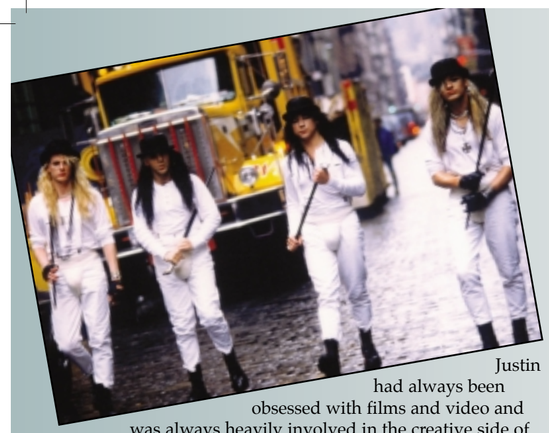


Justin had always been obsessed with films and video and was always heavily involved in the creative side of Tigertailz videos, so when the band wound down around 1996, Justin decided to get into the television industry.

He started by getting some work experience at a Cardiff-based post production company called Pyramid, where his friend Tony Mabey was an editor.

Justin spent the best part of a year coming into Pyramid, learning how to use a digital editing system called Avid. He was always asking questions, getting advice from the people who worked there, honing his skills to become a great editor.

At the end of the year, he was asked to do some work for a local production company called Avanti, who had seen some of his work and liked what they saw.

During his time at Avanti, as well as editing, Justin also turned his hand to producing and directing. In 1998, Avanti produced Stereophonics – Live at Cardiff Castle concert for TV and DVD. Justin was heavily involved in producing this, directing interviews with the band, and helping put the DVD release together. When the band came to Pyramid for the final viewing they all spoke of how excited they were that 'Pepsi Tate' was making their video!

Justin went on to produce more concert videos for Stereophonics, Manic Street Preachers and even Tom Jones whilst at Avanti. He also produced a chat show for BBC Wales – starring his best friend Damon Rochefort.

Whilst working on the series Dragon's Eye for BBC Wales' Political Unit, Justin gained valuable experience in directing and editing programmes to extremely tight deadlines, working right up until transmission time, often with late changes that a news programme demands. He enjoyed his time on the series and forged lasting friendships with producer Owen Smith, presenter David Williams and cameraman Mike Smith.

In 2002 Justin worked with producer Emyr Glasnant on a ground breaking series for S4C on the Welsh's attitude to sex called Tabw. Justin directed and edited the programmes and as always, Justin made sure he pushed the boundaries of what he could show on TV.

An accomplished writer, composer, editor and director Justin joined commercials producers Wordley Production Partners in 2002 as a full time creative director.

He had a considerable background in music having directed promos for Tigertailz, The Manic Street Preachers, concert videos for The Stereophonics and Tom Jones and this skill was a major addition to Wordley Production Partners core team of three full time commercials directors.

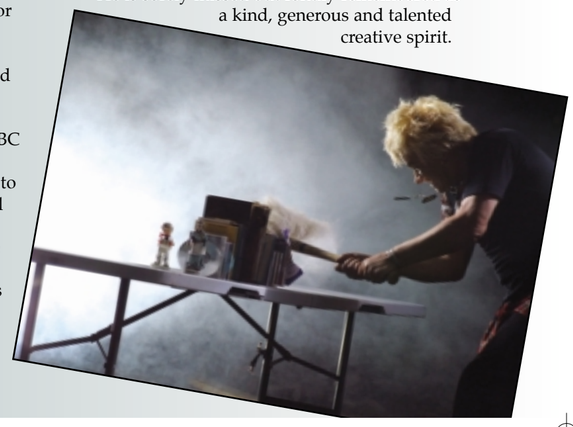
During five years with the company he directed commercials and promotional films for Universal Pictures, The Wales Tourist Board, Oakwood Theme Park, Sanctuary Records, Channel 4, The Ministry of Defence, Nationwide Building Society, Wales Millennium Centre, Golley Slater Advertising and Momentum Pictures.

His rock music background as both a performer and producer enabled him to bring his unique editorial skills to a diverse range of projects including ones for the BBC Political Unit, The Royal Ballet, Classic FM, opera singer Bryn Terfel and of course his wife – soprano Shan Cothi.

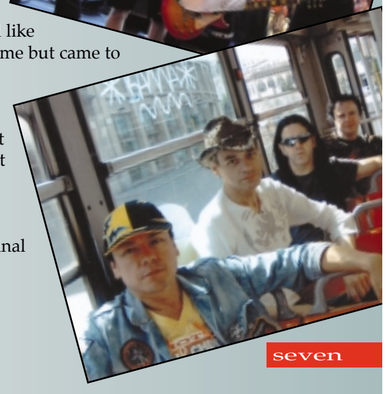
The last project he completed before his illness stopped him doing what he loved, was a prestigious commission for S4C writing and directing the centenary film interpretation of the Welsh National Anthem that was transmitted on New year's Eve.

His interpersonal skills and ability to develop new talent meant he was instrumental in launching the careers of many young people working in the media in Wales.

He is sorely missed but fondly remembered as a kind, generous and talented creative spirit.



The Boy Tribute



I called him The Boy, he called me Billy Reviling, I'm not sure how that was easier to say than Phil Wilding, though I have to admit, it sounded better with his Cardiff twang. We used to annoy people by quoting the Pointy Birds poem from the Steve Martin film, The Man With Two Brains. We'd say Joe Satriani and pretend we had a lisp as we enunciated the 's'; we weren't especially high-minded humorists. He had a mass of dirty blonde hair, mine was purple and black, we both wore far too much make-up, but his clothes were always more lurid than mine (and that took some doing). He played bass in Tigertailz, I wrote for Kerrang! We were unified as two erudite and utterly annoying Welsh boys let loose in London. When I needed someone to help me review the singles in the magazine, he'd appear at a moment's notice, if the latest thing from LA was at The Marquee then we'd be standing at the bar tutting, though he was always more forgiving than I. Later in life, after our paths had diverged, we became friends again and I was glad for that. The last time I saw him looking like The Boy was at my fortieth birthday party, we got drunk and had a minor altercation on the way out, exactly like we used to. He became ill soon after, though I don't think it was related. He's not here anymore and in one way or another, I'll never get past that.

Philip Wilding (Classic Rock)

I've often referred to Pepsi Tate as 'a warrior'. I can't help it. It's just the word that comes to mind whenever I think about him now. Long before I was writing for the magazine, I can remember avidly reading his interviews in 'Kerrang!'. He'd talk about what it was like to stand up as an individual, how tough it was to actually be the person you are and express yourself stylistically in a society that wanted you to conform. As an aspiring rocker, it was talk I could identify with and made me feel less alone.

Pepsi Tate was always a bit different. He showed that being in a glam rock band didn't mean you had to have ozone for brains like all those desperate Hollywood types we were exposed to. Pepsi wasn't just a songwriter and musician – though God knows his was an amazing talent there alone – but he was also an artist in the truest and broadest sense of the word. Pepsi saw the big picture, and he saw it with a wry smile and sense of mischief.
For a few glorious years, his vision took on the myriad Yank rivals and beat them at their own game. No one actually sounded like Tigertailz, and – rarely for the overpopulated glam metal scene – no one even looked like Tigertailz. It was an absolute victory, one that we took for granted at the time but came to appreciate more and more as the years passed.

The last time I saw Pepsi he looked ill and barely recognisable as the larger than life blonde bombshell I once drank myself into a stupor with at the Kerrang! Awards. But in another way he was exactly the same – he just wanted to push on and do more stuff, more music, more art, more production. And incredibly he did just that – latest album 'Thrill Pistol' effectively relaunches Tigertailz into a new world. As unbelievable and painful as it is to know that he will play no future role in any of it, it is a final legacy that stands proud. The legacy of a warrior.

Steve Beebee (KERRANG!)

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I knew Pepsi from the years I spent working for Kerrang! beginning when we were in the old Black Cats building opposite Mornington Crescent tube station in near Camden. His hair (and his bangles) made a striking first impression, but I soon came to know there was a lovely man beneath that wild crop of backcombed blond. He visited our offices so often that he almost became part of the furniture ? probably more of a dressing table than a filing cabinet ? and he was always welcome.

Many bands would drop by the office, most just to schmooze us into saying nice things about them but Pepsi came back time and again, long after we could do anything more to promote Tigertailz. That alone made him special. T-shirt modelling, singles reviewing, hairspray tests ? he was up for anything ? and I'm proud to say he became a friend.

Pepsi would meet and drink with us Kerrang!-ers at countless gigs and parties and often re-appear in the office the next day to compare hangovers and apologise for something he thought he might have said or done that had offended someone. He had never offended any of us, of course, it wasn't in his nature. He lived life to the full but wouldn't hurt a fly. Unless, of course, it got stuck in his hair.

I spoke to him years later after we'd both got other jobs and had proper haircuts. He joked about going straight it seemed unlikely. Thrill Pistol proves he never did.

He was a Top Man. They broke the mould. Only the ozone layer is better off without him?

Neil Jeffries, Kerrang! 1988-1993

News of Pepsi's death came as a shock, even though it was years since I'd last seen him. He was always so full of life, it was impossible for me to imagine his death. Yet cancer is a cruel thief, robbing its victims of life and stealing them away from those who love them most. The talented and funny man many of us knew only as Pepsi Tate may have gone, but he left an admirable legacy behind him. His death may suck, but his life certainly didn't.

It was Pepsi's bonhomie that won him so many friends in the music world, and he was always a welcome visitor to the Kerrang! office and a cheery face to bump into for a gossip at gigs. I'm sad to say that I lost touch with Pepsi when I changed jobs and moved away from London, but I never forgot him (he was unforgettable!).

Somewhere way back in the mists of the Kerrang! years I shared a flat with another journalist on the mag, Phil Wilding. He was a big friend of Pepsi's and the two of them were always chuntering happily about their shared Welsh roots. Even so, it was a surprise to wake up one morning and find Pepsi in our kitchen with a full toolbox of make-up and hairspray laid out on the table ready for action. He'd crashed out on the sofa the night before, and his morning preparations to face the world put my own basic wash 'n' brush-up to shame. In a trice, he was glammed up to the nines – skin perfect, pout in place and hair teased to perfection. He caused quite a stir as we got an early morning tube into central London, but Pepsi rose happily above it all and looked not a cent less than a million dollarz.

The other incident that sticks in my mind was the time he came into the Kerrang! office to review the week's crop of singles. Naturally enough, he turned up early so he could have a coffee, a chat and a catch-up on the latest gossip. His fellow reviewers were the American twin brothers Nelson (sons of the late Ricky Nelson), who'd caused something of a stir with their debut album and were in the UK on a promotional tour. In a Spinal Tap-type fiasco, Nelson's press officer arrived in a limo, having somehow lost the twins en route, and they later arrived by taxi. Like the rest of us, Pepsi sat in the office watching it all unfold with a grin on his face, enjoying every minute of it.

The twins took the office by storm, whipped out a guitar and performed an acoustic number from their album before presenting me with a vibrator and some friendly advice along the lines of 'don't chip your teeth' (it seems they were none too keen on something I'd written about them). It was the one and only time I saw Pepsi upstaged and speechless, but he took it all with his trademark good humour and a wry smile, and enjoyed the show along with the rest of us.

He was one of life's good guys, and it's a tragedy that he died so young.
I may have lost an old friend, but those closest to him have lost a lot more. All my sympathies go to his wife and family, who must have loved him so much and felt infinite pride in his life and achievements.

Alison Joy, Kerrang! reviews editor 1987-1992

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I might not be sitting here today if it wasn't for Justin. When I say 'here', that's here in a dream job at a leading rock record label.

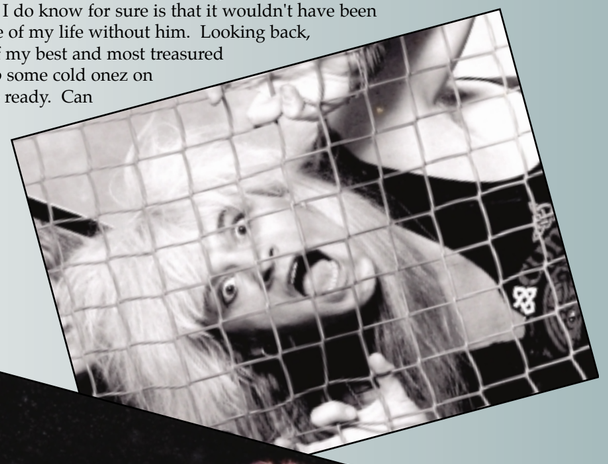
We first met in September 1987. I was 19, he was 22. I was a rabid consumer of all things glam - and Tigertailz were about as glam as it came. We had immediate common ground; a pair of ex-art students with a passion for big rock, big hair and having a 'right big laugh'. I looked up to him - he was chasing that dream and it was working. When The Boy agreed to me and my pal Jo tagging along to sell the band merchandise on tour, it gifted us extended days of laughing, drinking, joking and talking about conquering the world.

Our version of world domination encompassed plenty of ridiculous behaviour - "Girls, go and buy as much silly string as you can find. I need it for the show", "My hair's not big enough at the back, can you sort it out" and "These patches are so bad, they're not 'iron-on' patches, they're 'suck-on' patches!". I remember Mildenhall Festival, where the crowd was a pole apart from the normal 'Tailz crowd - lots of testosterone, all bikers and GI's - and the 'Tailz show was glitter and feathers all over the place. You could see the carnage coming and they bombed.

During the show, the Boy did one of his forward rolls and Kim leapt over him, off the drum riser. The biker dude in front of me turned to his mate, shook his head and said "I don't believe that just happened!" Brilliant, funny times. What an incredible ride, being part of Justin's big, crazy circus, when all we had to worry about was which colour nail varnish to wear, who'd got the hairspray and where the vodka was.

In hindsight, Justin turned out to be one of the most extraordinary people I've ever met. He was so driven, a do-er (not to mention, a very good talker too). He introduced me to his London posse (Where'z the old crew? Get in touch!!), gave me chances to meet the right people in the Big Smoke and run with those opportunities. He gave me the encouragement and support to get out there and just get on with it - like he did. Live your dream. Make your own luck. Who knows if I'd be doing this today if it wasn't for him helping to set that ball rolling, but one thing I do know for sure is that it wouldn't have been anywhere near as fun, having lived that time of my life without him. Looking back, those years with Justin around were some of my best and most treasured times. Wherever you are, lovely Justin, keep some cold onez on ice for the rest of us. We'll come when we're ready. Can you put me on the guest list, while I remember to ask, as there'll be a bit of catching up to do!

Michelle Kerr, Roadrunner Records



Pepsi's Artwork

BEZERK
Just amazing, stood out from all the other album covers at that time, still looks good today
Maniac

YOUNG AND CRAZY
I saw it in my brothers room when I was a kid. I thought that it was the coolest thing that I had seen, and I had to have it. I still do, tucked safely away so that my brother can't steal it back.
Tigger

NOISE LEVELS CRITICAL
This was my first painting on the back of a leather jacket. Van Gogh had nothing on BOY
YolleyBlueBirds

BANZAI
Pepsi's finest hour of an artistic display. Incredible job Boy.
Cyber Toofed Tyger

Words cant describe how talented he was. Pure artistic class and Klint is a cat with a bad attitude!
Skull

WAZBONES
The best artwork of the history of rock. Perfect compromise between Glam and Metal. Fresh, metalic, a cat, a knife. I love it!
Danilo

KLINT
Love that cat, tried to draw it many times but it will never be as good as Pepsi's, such artistic talent, fantastic...brilliant ideas, perfect artwork for each album cover, says it all for me....
Icewoman

BEZERK 2.0
Jawdropping effort that compliments the original in every way, shape, and form.
Cyber Toofed Tyger

Klint the Tiger is the same as Maiden's Eddie, but better .... a cool character that entices you into the sonic pleasuredome that is Tigertailz

A musical genius - Pepsi
An art maestro - Justin
Jeckyll n' Hyde - no way ..... Yin and Yang of the same guy
Duo Rock

THRILL PISTOL
If Ever a Album Title went so well with a Cover It would be this one
Cyber Toofed Tyger

Thanks to the message board crew for their comments